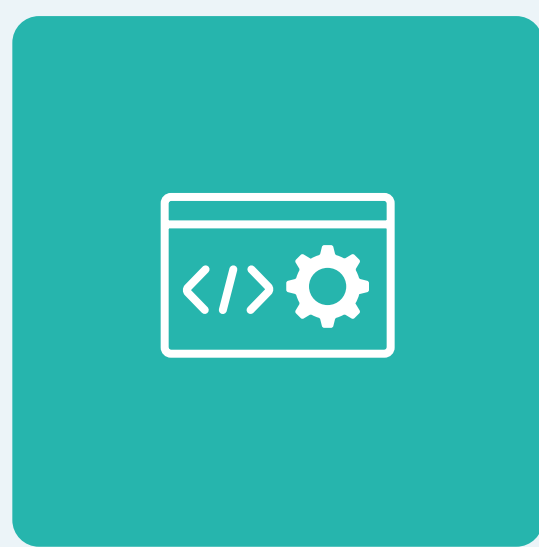


# Creating a seamless customer journey for leasing customers

The car leasing market is on track to grow by almost 64% during the forecast period of 2024 - 2030 according to BusinessWire. As consumers increasingly seek to configure and obtain quotes for their desired lease vehicles online, the customer journey for those using an OEM's configurator needs to be seamless.

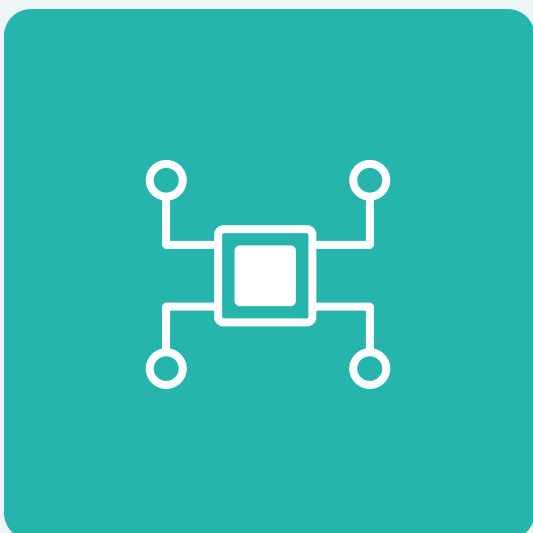


## The problem today

A customer's journey often starts on a OEM's website, where they select a make and model and may click to explore leasing options. However, they frequently face a disconnect when asked to re-enter the same details - along with personal information they may be reluctant to share - on the leasing site. Additional requirements, such as annual mileage and lease duration, further complicate the process, often leading to follow-up contact via phone or email. This disrupts the seamless online experience, adding time and frustration, which can deter customers.



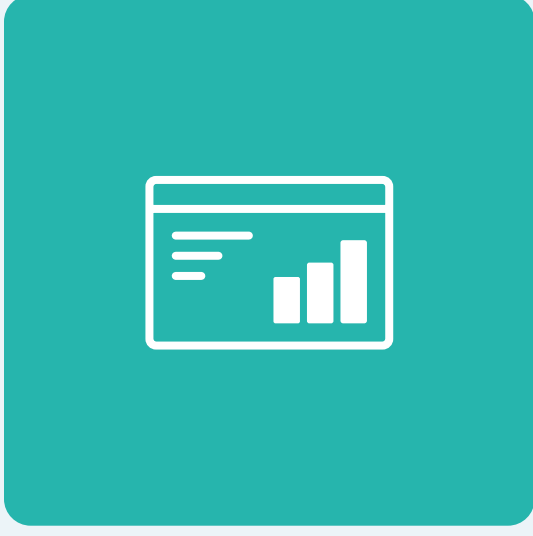
Barriers to a smooth online journey	
X	Excessive steps for customers
X	Customer retention at risk
X	Disruption from reconfiguring vehicles
X	Increased risk of manual human error
X	Lack of seamless platform integration
X	Privacy concerns impact engagement



## OEM coding complexity

Captive and multi-brand leasing companies are connected with their associated OEMs and systems. However, the manufacturer-specific codes used in OEM configurators are not compatible with those used by leasing companies. As a result, the exact vehicle configuration cannot be seamlessly transferred to automatically generate a leasing rate, requiring a manual step to bridge the gap.

# How can leasing rates be seamlessly integrated into car configurators to enhance and streamline the customer's digital journey?



## The answer: Code Link

JATO's Code Link is a translation tool that converts the OEM-specific coding into the JATO universal codes that power the leasing company systems used to generate leasing rates.



## Creating a seamless leasing process

- 01 The customer chooses and configures their desired car online.
- 02 The manufacturer website sends OEM-specific codes to Code Link.
- 03 They are then translated into universal JATO codes to generate leasing rates.
- 04 These are then sent back to the manufacturer website for the customer to see online in real-time without leaving the page with their configured car.



## Customer experience

With Code Link, instead of jumping between a configurator and a leasing website, the customer gets the information they need in one place; this reduces the chance of them trying a different site. Additionally, it is easier for customers to make comparisons and opens them up to the possibility of leasing, which they may not have considered. The need for human intervention is eliminated, speeding the process for all, and reducing the risk of errors.

- ✓ Customers find all possible purchasing methods at once
- ✓ Optimised online customer journey
- ✓ The quotation process is simplified
- ✓ Customer retention secured



## Code Link

Code Link is a critical element when delivering a seamless online experience for customer choosing a leased vehicle. By investing in configuration solutions, suppliers can drive strong customer retention and successful long-term business success.

## Contact us

With more than 40 years of experience, JATO understands the challenges facing the automotive industry and works with businesses across the sector to support success.

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